

MEDICAL ECONOMICS

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"The Best Magazine for the Medical Profession"

*"A dead whale
or a
stove boat!"*

Whaler's
Monument
in
New Bedford,
Mass.

EWING GALLOV

Vol. IV.

September, 1927

No. 12

This issue reached
117,618 Practicing Physicians

Compound Syrup of Hypophosphites

TRADE "FELLOWS" MARK

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Materia Medica!

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MEDICAL ECONOMICS

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Harold S. Stevens, Managing Editor

Malcolm L. Hadden, Financial Editor

Lansing Chapman, Publisher

The Two Serpents of the Caduceus

1st Serpent: "Happy
is the man whose work
is his hobby!"



2nd Serpent: "True,
my brother, so long as
the hobby doth not turn
about and ride the man."

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Vaccination complications yield to this treatment

WHERE the vesicles inflame and deep excavated ulcers result, Antiphlogistine is indicated. Applied hot, it at once increases leucocytosis, because it increases the superficial circulation by detouring the blood through the compensatory venous system.

Next by its hygroscopic property it sets up Osmosis, whereby the fluid exudate of the inflammation is drawn out through the porous membrane of the skin and absorbed by the poultice.

Simultaneously, by endosmotic action, the non-toxic antiseptics of eucalyptus, boric acid and gaultheria in Antiphlogistine are cleansing the affected area.

The bad arm does not man-

ifest until after "the take," so that the antiseptic action of Antiphlogistine does not annul the efficacy of the vaccine virus.

The use of Antiphlogistine is endorsed by Physicians everywhere as a most valuable aid in all cases of Vaccinal ulceration; Impetigo, Glandular abscess; Septic infection; Erythema; Urticaria, etc.

A reparative action both scientific and rational

The action of Antiphlogistine in removing the exudate of congestion is both scientific and rational.

Apply like a poultice. Heat a sufficient quantity, place in centre of a gauze square, cover the affected part completely with the Antiphlogistine, and bind snugly with bandage.

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Antiphlogistine
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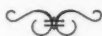


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is the tonic of choice in
SECONDARY ANEMIAS

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THE composition and chemistry of any of our products, together with samples and directions, will gladly be sent to interested members of the medical profession.



FOR LITERATURE WRITE

LEHN & FINK, Inc.

Bloomfield, N. J.

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COMPANY

**The "THERAPEUTIC INDEX" of
MERCUROCHROME-220 SOLUBLE**
may be broadly defined as meaning its
ACTUAL CLINICAL EFFECTIVENESS

Mercurochrome is not dependent solely on its high bactericidal powers to make it so useful clinically as

A General Antiseptic And First Aid Prophylactic

The factors that go to make up the "Therapeutic Index" are largely involved in promoting Mercurochrome's effectiveness, for this germicide is so slightly irritating that solutions of high concentration can be employed in wounds, so that there is a great margin of safety between the killing dilutions and those which come into contact with the bacteria in the body tissues. The demonstrable penetrating ability of the solution must also increase the limits of its sterilizing action beneath the superficial surfaces. The fact that the solution is fixed in the field where applied for some time should prolong the antiseptic effect and the visibility of the stain makes readily apparent just where and how much of the drug is being used. The advantages of these characteristics of Mercurochrome are quite obvious.

MERCUROCHROME in two per cent. solutions, used for first aid prophylactic purposes, is being found a very acceptable successor to Tincture of Iodine, as Mercurochrome.

Does Not Burn, Irritate Or Injure Tissue

HYNSON, WESTCOTT & DUNNING
Baltimore, Md.

MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

Rutherford, New Jersey

Vol. IV, No. 12

September, 1927

Mass Education Through Paid Space

IV - The Method

By Harold S. Stevens

What is the first step towards success in a cooperative advertising campaign?

THE setting up of a definite objective, undoubtedly. Without a mark to shoot at, no bulls-eye can be scored. The mark may be shot at from a number of different angles, with various kinds of projectiles, but always the mark must be there, free from haze.

Dealing in generalities, failing to recognize any clean-cut objective, has been the most important barrier to success in literally dozens of attempted advertising projects, both of associations and of individuals. (For it may as well be admitted now that there *have* been failures, and many of them.)

In medical advertising, it is probably more difficult to assign a specific purpose than in other cooperative projects. The Associated Tile Manufacturers, for instance, have merely to advocate the greater beauty and durability of tile and thus bring it into wider use. The "Save the Surface Campaign" aimed to convince people that it is cheaper to paint than to allow their buildings to decay, and

(Turn the Page)

the Portland Cement Association set out to teach the public that cement roads, floors, bridges, buildings, and so on, are not only practical but better.

The medical group must consider a mixture of motives. It is desired to teach the public the value of health, the necessity of protecting health, and the place of the physician in protecting it; to re-establish a waning

Said the National Lumber Manufacturers Association of its cooperative advertising campaign: "It should be noticed that nothing appears in our program in reference to free publicity. The fact is that not a single dollar of our campaign fund will be used to secure free publicity..."

prestige of medicine, re-dignify the family physician, interpret the relation between him and the specialist; to point out the dangers of charlatanry, self-medication, and delay; and, not of least importance, to inspire greater economic confidence in the individual physician. (And even this isn't a complete list.)

With all of these motives, it is difficult to set up a fundamental objective. For the purpose of discussion, let us presume it to be "to induce more people to visit physicians more often". And by the very nature of medicine, that objective is quite unselfish.

Given a specific purpose, who will assume the leadership?

SINCE the county medical society, or other local organization, is the first unit in a medical advertising campaign, leadership naturally devolves upon the officers of these societies. The more enthusiastic and competent are the officers and appointed committees, the quicker and surer will be the progress toward a successful advertising program.

With the sentiments of *practically every* county medi-

cal society in the United States running decisively toward some sort of advertising activity, these officers ought to have an inspired task!

And now imagine the local organizations falling into line, more and more of them successfully financing and executing ethical cooperative campaigns in "mass education through paid space". It quickly becomes apparent

... We shall not attempt to impose on any publisher, nor shall we allow free publicity to influence our selection of mediums in the slightest degree. We are convinced that every selling campaign, to be successful, must pay its own way in the legitimate channels of merchandising."

that, for the sake of economy, efficiency, and effectiveness, all this effort should be organized on a nation-wide basis, using publications of national circulation, and the signature of a national organization.

This is where leadership flatly devolves upon the American Medical Association, and its officers.

How will the project be financed?

THERE are a number of different methods for raising the money necessary to pay for the advertising.

Several large associations, such as the Joint Coffee Trade Publicity Committee, the Automotive Wood Wheel Manufacturers, and the Greeting Card Association, depended upon the solicitation of voluntary subscriptions.

True it is that the efforts of the united medical profession would very much surpass, in importance and in size, any of these examples, but they at least prove that it is possible to carry out a successful campaign on the voluntary subscription idea.

A few county medical societies have already done cooperative advertising on this basis. Its greatest objections seem to be that, in order to engage in a prolonged

campaign, funds must continue to come in regularly over a space of years, not spasmodically, as in the building of a hospital or raising a college endowment fund; and also that it provides for no adjustment between liberal givers and others.

Another method that seems possible in the case of the medical profession is paying for an advertising campaign out of the association's budget. For example, if the American Medical Association were to find all or most of its members favorable to an advertising campaign, it could assess each member a small amount extra annually, and out of the increased budget pay the expenses of the campaign. If each member should contribute his assessment of, say, five dollars extra yearly, the available funds would come close to a half million dollars, which would go a considerable way along the road of "mass education".

The well-known "Save-the-Surface" campaign of paint manufacturers spends only about \$150,000 annually, while the advertising budget of the Associated Raisin Growers runs up around a million or a million and a half.

The American Florists spend \$250,000 annually; the American Bankers' Association, \$50,000; the Portland Cement Association, \$500,000; the California Redwood Association, \$30,000; and the California Fruit Growers, \$1,000,000.

There are several other methods of raising advertising appropriations, but since they are based on the percentage of production, percentage of sales, or some variation of these, they are obviously not adapted to the medical program.

More about "The Method" in

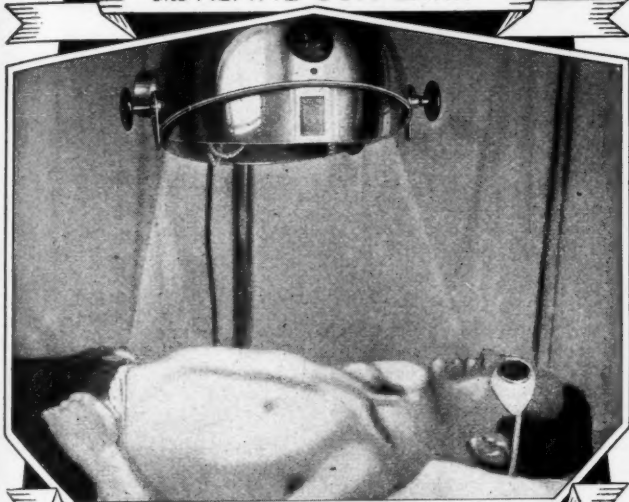
October MEDICAL ECONOMICS

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

PINEOLEUM

Free on request: 1/2 doz. new Pipet packages or \$1 Improved Oil Nebulizer
The Pineoleum Company, Dept. ME, 52 West 15th St., New York City

The ALPINE SUN LAMP



The large area covered by the ALPINE SUN LAMP makes it ideally suitable for general body radiation.

Suggested Technique for the Treatment of Faulty Metabolism:—With the ALPINE SUN LAMP, administer a second degree erythema over the entire body. As pigmentation sets in, increase the dosage time. Treatments may be given two to three times a week.

THE use of ultraviolet light in the treatment of systemic conditions is general. In the correction of faulty metabolism its action upon the vital functions is attested by rapid equalization of the anabolic and catabolic processes.

Potent in ultraviolet rays, mechanically flawless, the ALPINE SUN LAMP merits the consideration of every physician interested in quartz light therapy.

HANOVIA CHEMICAL & MFG. CO.
Chestnut St. & N. J. R. R. Ave., Newark, N. J.

HANOVIA CHEMICAL & MFG. CO., Chestnut St. & N. J. R. R. Ave., Newark, N. J.
Gentlemen:—Without any obligation on my part, you may send me authoritative papers on the application of quartz light therapy to Metabolism and other systemic conditions.

70

DR.

STREET

CITY

STATE



WE READ with astonishment the history of our fore-fathers. They seemed to be so tied to the customs and practices that were current in their day. Every suggestion of change was regarded with suspicion. The inscription on the stone over the grave of an eminent citizen of New England in the Colonial days tells of the virtues of the deceased and states that he was "An Enemy to Priestcraft and Enthusiasm."

But might it not have been that these ancestors of ours were just the same sort of folks we are except that they were victims of circumstances? If they did not often get excited, perhaps it was because there was not much to get excited about. We wonder if they would have turned out by the million to greet Lindbergh, and yet it appears that the answer is contained in the record of their time. Turn back the pages and read what happened when the Atlantic was bridged and the first cable became a proved success. Business was suspended, offices closed, guns fired, people rushed into the streets to hear the news, and bells were rung for an hour in many cities to give utterance to the general rejoicing.

It was years later before Edison produced the first American locomotive to run on current supplied from a power house. The bicycle and the sewing machine were the wonders of the day. Not even the first telephone line with loading coils had been put into

commercial use. Nevertheless, people had already commenced to talk about this "new and astonishing age." One great editorial writer was bold enough to look into the future and he ended his visionary recital by saying, "There is even talk of flying machines, and who knows but what such things may be possible in the years to come."

Today we can ride between Bagdad and Damascus over desert waste in a luxurious motor car made in Philadelphia. Tungsten that was only a laboratory curiosity is now mined by the ton and each pound saves the users of electric light in the United States more than \$300,000 a year. The idea back of a little English invention called the "Wheel of Life" has been developed into the great motion-picture industry.

THE labor leader has become a capitalist, and the capitalist a labor leader. The banks of the unions are competing for the fruits of ownership, and labor may finally conquer capital by itself becoming capital.

Forces that yesterday were combatants now have their eyes focused on the same ideals. Not only has the old order passed, but there will never again be any such thing as a new order, for each succeeding month must now be regarded as an era that is totally different and distinct from all that has gone before.

(Turn the Page)

In London a fellow has a farm where he raises trillions of germs. Those that are deadly to man he kills by the million so that the chemical quality contained in their dead bodies may be utilized to destroy their living brethren when the two meet in the human blood stream. The germs that are friendly to man and that can be arrayed against our enemies are so petted and pampered in this unique farm that a few of them placed in a glass tube filled with yellow broth will multiply so rapidly that within a single fortnight the tube will contain a population of individual organisms



greater than the human population of the earth.

The only thing static about life at present is that bothersome electrical something which fills the air at times and spoils our reception of an interesting radio program. But even here we find an example of how science is making valuable servants out of things that have only been regarded as nuisances. During the war everyone was interested in the experiments with static electricity for the purpose of extracting synthetic nitrates from the

air. As an outgrowth of this work some Germans are taking this all-pervading electrical energy from space and sending it in the form of current through the soil to purify and nurture vegetation.

If we are to judge by the results of applying this discovery to a wheat field near Berlin, we may entertain the hope that many farms in the future will be transformed into areas spiked with thousands of antenna poles and networks of wire permitting the utilization of atmospheric electricity as a fertilizing and stimulating agent in the production of crops.

Who would have thought a few years ago that man would find a way to take cornstalks, ordinary straw, the sage brush of the prairie, or the cactus of the desert and convert these things into wardrobe trunks, milk containers and high explosives? Who would have believed that the same vegetable fiber from which we make paper would one day be trans-

The same Floyd Parsons known to millions of Saturday Evening Post readers, is the author of this new and popular feature of MEDICAL ECONOMICS.



formed into materials tougher than horn, lighter than aluminum and nearly as hard as iron? Surely no one dreamed that a way would be devised to convert a kitchen table into silk shirts, durable shoes, unbreakable glass, imitation ivory or a satisfactory automobile paint.

It is no wonder that complacent managements of sleepy corpora-

(Turn the Page)

tions are being shaken out of their lethargy by overnight developments in unsuspected quarters. It is time to sit up and take notice when a business like the steel industry finds itself in competition with articles made of paper. Car wheels are being made out of calendered rye-straw board subjected to a pressure of 500 tons.

AFTER steel tires and iron hubs are added, the finished product is a wheel capable of standing up under heavy rail road service.

In this age of speed there is no time to wait for things to grow slowly. We must force trees to reach a size in 50 years that required a century or more in the past. Efforts in this direction indicate that plant life is greatly benefited by the application of metals to growing vegetation. Manganese, copper, zinc, arsenic and boron greatly stimulate plant growth when not present in excess. In Ireland they have perfected a super-flax seed that promises to help a lot in making linen as cheap as cotton. The fiber grown from this seed is free of the sticky substance that has made hand work necessary in preparing the raw thread.

Often we go ahead and design something to fill a specific need or perform a certain task, and then later discover that our invention has a far greater usefulness in performing work or satisfying a demand than we ever dreamed of in the beginning. The new vitaglass that allows the violet rays to pass through was perfected primarily as an aid to human health. Recently the directors of a zoo became worried about animals that were sickly and ill-natured, and when they substituted the health glass in the cages, the

animals at once started growing new coats of healthy hair and quickly regained normal vitality.

Vegetables and flowers grown behind these ultra-violet ray windows at a western university not only became more luxuriant, but matured faster. Hens under the glass became healthier and produced more eggs. While the introduction of unskimmed natural light into our lives will mean fewer malformed bones, better attendance at school and less sickness among indoor workers, doubtless it will also mean the production of tropical fruits in northerly latitudes and the eventual elimination of the seasonal factor in the growing of vegetables.

Dr. Coolidge's cathode rays will likely have so many uses before long that they will surpass the X-ray as an asset to life. Ever so many possibilities are developing with this new form of radiation and among these is the likelihood of using the ray to test for impurities of metals. But of supreme importance are the successful experiments which utilized these marvelous waves to turn acetylene gas into a solid yellowish compound, and also to solidify castor oil.

WHO can say but that these remarkable accomplishments may end up by showing us the way to such an epoch-making achievement as the chemical transmutation of liquids into solids?

Chemists in Denmark have a process ready for commercialization that makes it possible to produce synthetic milk by using vegetable fats to replace the butter fat of cow's milk and at the same time to add a sufficiency of
(Turn to Page 56)

The well known diuretic, cardiac tonic and vaso-dilator

DIURETIN TABLETS

8 GRAINS EACH

Literature and samples from E. BILHUBER, Inc., 25 West Broadway, NEW YORK



The Fack-ne Thermometer Twins



IT IS surprising how gratifying twins can be and oftentimes they are indispensable to the busy physician.

Of course, we are speaking now of twin thermometers.

There is probably no one diagnostic procedure more universally used than taking temperature.

In the medical profession, more than in any other phase of human activity one never knows what to expect. What more logical then, than to carry a Faichney Clinical and a Faichney Rectal Thermometer both in one fountain-pen case.

THE CASE

A rich deep red with black band at top and bottom and equipped with a 10-year gold-filled pocket clip.

THE TWO THERMOMETERS

Absolutely guaranteed for precision. And "Faichney's Improved" do not break easily. They are made of specially tempered glass, an exclusive Faichney process. The Watertown Bulb registers quicker because a larger surface is presented to the tissues. The Rectal Thermometer is identified by a colored glass ball fused on the top.

The "Fack-ne Twins" are ideal for taking the temperature of children.

The price is \$4.00 through any good dealer.

"... easy to carry as a fountain pen."

FAICHNEY
INSTRUMENT CORPORATION
WATERTOWN, N. Y.

"Too Busy to Read"

By George B. Lake, M. D.
Chicago, Ill.

THE EDITORS say: An incident related by "Advertising and Selling" comes to mind as a perfect example of Dr. Lake's argument.

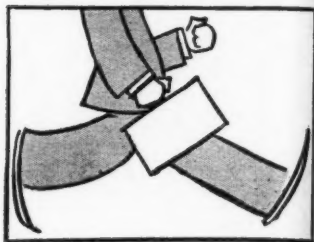
A New York executive called in a well-known business counsel to advise with him on a certain problem in his business. The "expert" told him a story of another business in a similar line which had worked out the particular problem that faced this business. That was all.

The bill was \$1,000, and it was paid cheerfully, for it unquestionably pointed the right cause.

That executive does not know that the story he paid \$1,000 to hear was told in a business magazine that lay unopened on his desk even while he was talking with the "expert." And he probably never will discover it, for he is "too busy to read."

A HUNDRED years ago it was possible for one man to carry in his head all the important facts of medical science then known. In those days, a physician's success depended less upon how much he knew than upon his skill and judgment in

"Progress has been . . .



. . . bewilderingly rapid"

applying knowledge — medical practice was, chiefly, an art.

During the last generation, the progress of investigation and discovery, in all fields, but especially in the medical sciences, has been bewilderingly rapid, so that the curriculums of our medical schools are crowded until they bulge; and yet the student, when he has graduated, often has to learn the whole method of applying his detailed information.

The general practitioner, today, fully realizes that he is not and cannot be equipped to deal adequately with the more serious and complicated problems of surgery, otolaryngology, neurology and the other specialties. He often desires to call a qualified consultant but, unless he has taken pains to keep himself abreast of advanced medical thought, he scarcely knows what specialist to call or what assistance he has a right to expect from him after he has been called.

The specialist, while he may be assumed to be making strenuous efforts to familiarize himself with what is new and useful in his specialty, will find himself severe-
(Turn the Page)



When you buy a Diathermy Machine

REGARDLESS of what combination of frequency and voltage you may prefer for the application of diathermy to a given part of the body, that combination is readily obtained when you use the Victor Vario-Frequency Diathermy Apparatus.

In the design of this machine, Victor engineers took into consideration the fact that opinions vary as regards the therapeutic values of certain given frequencies and voltages, and so concluded that a machine with which the physician could select and conveniently regulate these factors at will would give the widest field of usefulness.

It has proved the ideal solution to the perplexing problem in many a physician's mind. With the Victor Vario-Frequency outfit these factors may be varied, selectively and independently of one another.

Thus from the standpoint of control and selectivity, this Victor machine is a composite of every approved type of diathermy machine known up to the present. With it the physician has the means of reproducing the desired quality of current as advocated by any of the authorities in this field.

The Victor trade-mark on this machine puts it in the same class as Victor X-Ray apparatus, recognized the world over as "the quality line."

Victor X-Ray Corporation
1212 Jackson Boulevard
Chicago, Illinois



Showing path of diathermy current through lung tissue in pneumonia treatment.



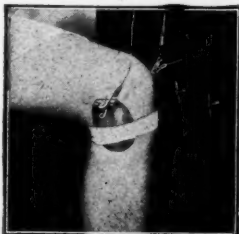
DIATHERMY TO ELBOW

For treatment of conditions such as synovitis, olecranon bursitis (miner's elbow), periarthritis, strains, sprains, contusions, trauma, adhesions, arthritis.



DIATHERMY TO WRIST

For treatment of conditions such as synovitis, neuritis, strains, sprains, traumatic injuries, arthritis.



DIATHERMY TO KNEE

For treatment of conditions such as tenosynovitis, prepatellar bursitis (housemaid's knee), phlebitis, contusions, traumatic conditions, adhesions, arthritis, fibrotic joint and limitations of disuse.

progress which is being made in general medicine and in the basic sciences which underlie it.

The nature of textbooks is such that they can never be strictly up to date. The preparation of a new work of this sort requires months or years; and even the revision of an old one is no light task. While this is going on (so rapidly does science move in this third decade of the twentieth century) revolutionary discoveries may have been made or startling ideas enunciated. These cannot be embodied in a textbook until some time later.

And even if the last words in the various lines of medical practice were to be found in the textbooks, there are few busy practitioners who could find the time to read them through in search of the practical points which they need for daily use in the consulting room and at the bedside; and those who are not particularly busy, so that they would have time for elaborate study, are by that very fact, proved to be men who read little, for the man who keeps himself posted always has plenty to do.

TEXTBOOKS are necessary to every physician, but chiefly as works of reference.

The one rational proceeding for the man who desires to keep abreast of the times is to select carefully one or more medical journals which seem best suited to his individual needs, and when they arrive, *read them—study them*. If his selections have been wise in the first place, there will be little within their covers that he can afford to miss.

A well-edited journal will give him leading articles on timely subjects; abstracts of significant

articles in other journals; reviews of medical books recently published; notices of important medical meetings and many other pertinent matters, all handled in such a way that they will be readily assimilable.

By reading such a journal, regularly and systematically, it is astonishing how much general and specific information along professional lines a man will acquire in a year.

Nor is it impossible for any man who is sincerely eager to prosper in his work to find time to do such reading.

A medical journal is of such a size that it can be easily held in the hand or placed in the handbag, and the man who keeps a publication always at hand and spends in its perusal minutes which would otherwise be wasted, will be surprised to find how much reading he will be able to do in the *interstices* of a day which seemed already to be filled.

The physician who would be growing in professional stature and increasing his usefulness to his patients, his prestige with his fellows and his economic independence, not only should but read medical periodicals, regularly, systematically and intelligently, because in no other way can he be sure that his stock of knowledge is fresh and adequate

IT helps to keep him clear of malpractice suits and to enable him to give to his patients a quality of professional service that will insure their return to him for help in every time of need, and will arouse their enthusiasm for his accomplishments and powers to such a point that they will mention his name to every ailing friend.

Guatonic

Samples and literature on request

WILLIAM R. WARNER & CO., INC., 113 W. 18th St., New York

A favorite whenever a tonic is indicated, in conditions of lowered vitality, convalescence, etc. No narcotics. Tolerated by the weakest stomach.

, 1927

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Biliary Stasis, Hepatic Torpor
and disorders predisposing Gallstones

Ago-Cholan Tablets

containing 2 grains strontium cholate-salicylate



Return reply card
for a trial package
of Ago-Cholan
Tablets

E. BILHUBER, Inc., New York

Gentlemen:

Please send, without expense to me,
a physician's trial quantity of Ago-Cholan.

Dr. _____

Address _____

☐ Check if you do own dispensing.

Three predominating disorders of the biliary tract

- ❑ Chronic inflammatory processes:
 choolangitis, jaundice, cholecystitis.
- ❑ Disposition to formation of gallstones:
 from disturbance of metabolism,
 pregnancy, habitual constipation.
- ❑ Latent condition of gallstone colic:
 cholelithiasis, and after operation.

Three indications for Ago-Cholan Tablets

One to three tablets
several times daily
after meals.

E. BILHUBER, Inc., 25 West Broadway, NEW YORK



POSTAGE

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CENTS

E. Bilhuber, Inc.

Pharmaceutical Chemicals

25 West Broadway
New York, N. Y.

XUM

It's Sharp

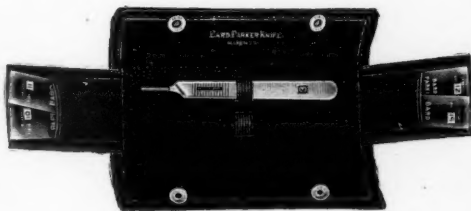
Eliminate Resharpening



BARD-PARKER Knives will save you many times over the cost of resharpening. You can buy two new keen Bard-Parker blades for the cost of resharpening one ordinary scalpel. What is more, the usual methods of sharpening will not produce the degree of keenness found in new Bard-Parker blades.

No. 3 handles—\$1.00 each. No. 5 handles—\$1.50 each. Blades—half dozen of a size per package—\$1.50 per dozen.

Bard-Parker products sold direct to consumers through authorized Agents—located in principal cities of the United States and Canada.



One No. 3 handle and six each of Nos. 10, 11, 12 and 15 blades in leather case—\$5.75.

BARD-PARKER COMPANY, INC.
150 Lafayette Street, New York, N.Y.

Let's Give These Fellas a Headline

NEWSPAPERS of Illinois published headlines, not long ago, about the "resolution" of the medical profession in the vicinity of Evanston and Highland Park to charge double fees for night calls.

Such an action was preposterous, greedy, thought everybody. The sedate Chicago Journal of Commerce made caustic comment. Even a national digest of wide circulation ran the item.

MEDICAL ECONOMICS wanted to find out what all the fuss was about, and wrote to the physicians in these communities.

The answers are coming back. Here is a typical one:

"There really is nothing to write about this subject. There was no such resolution carried out by any of our organized societies, and the article received a great deal of undue attention.

"A great many of our men for six or seven years have established a custom of their own of charging double fees after ten o'clock at night. So far as any organized action is concerned, there has never been any taken to my knowledge.

"My own personal feeling is that this double charge for late night service is not unreasonable, because we all know that a large amount of work is left until late before calling the doctor and the consequence is that his night's rest is absolutely disturbed, which he needs without any question. If the case is really serious and he is called in the night it is probably well worth the double fee anyway."

So that is that. The headlines were inaccurate in the first place, and antagonistic in the second.

Editors will be editors. These "medics" *must* have their headlines! Any old kind of headlines! We are the people's champion!

SURGICAL**DRESSINGS**

Don't stick to the rule of thumb

It is common practice to use one's thumb when testing adhesive plaster for adhering qualities. If ever there was a fallacious rule of thumb this is it.

The primary function of adhesive plaster is to adhere firmly at body temperature. Many inferior plasters with soft compound cling to the thumb touch with startling tenacity, yet curl at the edges and slip when the heat of the body has further softened the compound.

BAYHESIVE adheres with the proper firmness because the adhesive mass is so compounded that it will reach its maximum efficiency when it becomes body temperature. BAYHESIVE is intended for a surgical dressing and not for a thumb touch.

Bay's Surgical Dressings are Marketed Through all Supply Houses

THE BAY COMPANY

BRIDGEPORT, CONN.

M.E.9

Kindly send me a sample kit of Bay's Surgical Dressings for testing purposes.

Name

Address

Dealer's Name

In Genesee County, New York, recently, farmers gnawed viciously on their tobacco plugs and renewed their newspaper subscriptions because of headlines. The headlined story vividly described the death of a baby boy, because a frantic mother could not persuade a physician to travel a mile or two out of town, over good roads, on a winter's night.

THERE was really a lot of talk about the matter. So **MEDICAL ECONOMICS** wrote every physician in Genesee County. Evidence promptly came back that negligence had played no part in the death. Why had not the physicians given this evidence to the newspapers who made so free with those headlines? Because they were afraid they would be misquoted.

Exactly! Just so long as newspaper editors have the control of medical news, medical headlines, at the tip of their sharp blue pencils, this fear of being misquoted will help to hold physicians in silence. And though silence often is golden, the public is quick to label this particular kind of silence—brass.

The way of editors with headlines forms one of the most potent arguments against "free publicity" in medicine. It is even safe to say that there never was any "free publicity". If an editor gives you free space, you must give him the equivalent in news value. And how editors love sensation in their news; how they love their snappy headlines!

Obviously the thing to do is to whittle out a blue pencil of our own, and put it to work writing headlines that tell the truth, the exact truth. If it becomes necessary to reply to newspaper attacks, publish the reply in paid space, word for word as intended. In the absence of such attacks, publish sane, clear, and interesting presentations of facts, promoting health and dignifying the doctor. Get away from this rumpus of shirt-sleeve headlines.

H Sheridan Baker.

BURDICK

LIGHT THERAPY EQUIPMENT

This standard equipment for Ultraviolet therapy answers every requirement of the medical profession—permitting a far more exact measurement of dosage and equally more precise technique.

THE SUPER-STANDARD MODEL (Air-Cooled Type)

To correct chemical unbalance in the blood and to increase metabolism, general irradiations of the body with the longer Ultraviolet wave lengths are indicated. Treatment with this convenient model (equipped with Voltmeter and Voltage Regulator for accurate control) has brought splendid results in rachitis, surgical tuberculosis and many dermatoses.

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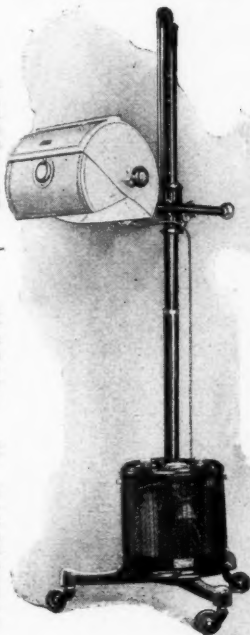
For the brief, intensive treatment of the cavities and sinuses of the body with short Ultraviolet rays, you must have this type of generator. These rays are germicidal. They are invaluable in gyneciatrics, in treating genito-urinary diseases or infections of the eye, ear, nose and throat.

THE EVER-CLEAR QUARTZ WINDOW

This patented feature of Burdick Water-Cooled Lamps absolutely prevents the great loss in Ultraviolet intensity that occurs with other makes of lamps when the window becomes clouded. Your Ultraviolet-intensity is greatly increased, perfectly controlled and permanently sustained. Actual tests show 600% greater efficiency than a casing of the old type in ordinary use for less than one month!

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The Super-Standard Model



- ☐ Please send me your booklet describing the Ever-Clear Quartz Window.
- ☐ Please send me your new folder describing the Super-Standard Air-Cooled Lamp.
- ☐ Please mail me, without charge, a monthly copy of "Light Therapy."

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Good old Drs. Aescolapius and Hippocrates would thrill with professional pride at the sheer efficiency of 1927 equipment. Gladly they'd mortgage their richest toga just to make one or two selections.

Right now is the greatest time in all the ages of medical progress to investigate and invest in - -



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A Well Equipped
Office is a Sound
Investment



The Phinancial Philosophy of a Physician's Wife

By Dolores B. Bingaman

THE silent (!) member of a medical "partnership," having acquired gray hair in the service, craves the privilege of expression about a condition that medical wives everywhere know exists to the detriment of their families.

May I proceed?

When a hod carrier, having faithfully performed his labors and been guilty of no infraction of rules, is penalized, all the organized hod carriers in the district go out on strike in protest against the unjust treatment.

But when a physician "gets the air," what happens? Not a ripple.

Tom, Dick or Harry tells him he needn't come again. No straightforward business of asking for a consultation to which any doctor gladly agrees, but a bald dismissal. The doctor picks up his bag and his hat and walks out. He has no redress, no power to defend himself. No organization stands back of him. His successor walks in and the clock keeps right on ticking twenty-four hours to the day and the world wags on as though nothing had happened.

But something has happened. Ancient history has repeated in the recurrence of an old and apparently time-honored injustice. Another conscientious physician has been discharged because the laity, knowing nothing of pathological facts, has become impatient; and the crux of the matter is that nine times out of ten the dismissed physician has not been paid.

Nine times out of ten he never will be paid, for the frame of mind that "fired" him settles to a conviction that there's no obligation to pay. "He was no good; we had to get someone else. We don't owe him anything!"

Here's where the hod carrier has the best of it. Treating the sick and carrying mortar are different jobs, having diverse aspects and responsibilities. Granted!

BUT no humane or professional obligation is violated if, when called to assume the care of a case previously treated by another, the physician demands to be shown a receipt that proves his predecessor has been paid.

This would serve notice that one doctor cannot be thrown out without regard to his rights and another called in. This would inform the community that physicians as well as day laborers are loyal. There is no reason why anyone should retain a physician if he is honestly convinced a change in doctors is advisable; but there IS the obligation to pay the first attendant for what he has done before engaging another.

Then there is the habitual dead beat. Every community has a number of them. He goes the limit in credit with one physician, then starts in with another. Every doctor should report his kind to the local medical society, by whose secretary he should be posted on a black list sent to physicians for their common protection.

(Turn the Page)

There is also the man who means to pay "some day," but whose vanity and desire for luxury outrun his pocket book. He buys an automobile, a player-piano and a radio, a flock of wrist-watches for his children, a permanent wave for his wife. He struts his stuff as a good provider. He shoves aside the doctor and his unpaid bill; remembers him with irritation, takes to avoiding him; looks the other way when they pass, and finally develops a grudge against him because he owes him! When sickness comes, a new doctor is called.

But let the new doctor query the patient as to his former physician. Find out whether he has been paid. If he has, so much the better; the chances are this doctor, too, will be paid. If the old debt has not been cancelled, let him refuse to care for the case until it has been paid or a start, at least, made to do it.

When fully convinced that medical attention is thus organized, dead-beats will pay.

This may sound hard-boiled, but it is fundamentally fair. Physicians cannot treat patients unless they themselves are well-nourished.

The practice of medicine is like nothing else under the sun. A lawyer charges ten dollars for making out a paper that his stenographer can fill out in ten minutes; the minister receives a fixed salary, with various fees on the

side; the plumber gets four dollars an hour or more.

The doctor's fee is one to three dollars a visit. These facts the doctor accepts when he chooses the practice of medicine for his life work. He is no gold-digger; he knows his calling is not commercial business. He does more charity work than the individual of most groups and says nothing about it. His wife stands beside him.

But he should have the fee belonging to him from those who are perfectly able to pay for the business of relieving pain, combating disease and prolonging life.

Sometimes he gets it, sometime not. On every doctor's books are hoary accounts which, if paid, would amply take care of all his family needs and provide for future contingencies.

The doctor can sue, and much good it does him. A suit won more than two years ago on an account nearly six years old at that time has not, so far, netted a penny. Collecting agencies? In most cases equally futile. These extreme measures can be abolished largely when physicians make up their minds to observe loyalty.

Not all abuse can be stopped by cooperation, but so much may be done to lessen it that dead accounts can be buried in much smaller caskets than their mortal remains have hitherto required.

How many medical wives agree?

H. V. C.

H What Is
A a safe and dependable combination of anti-spasmodic, decongestive and sedative medications?

??????

V Where Is
I in dysmenorrhoea, ovarian or uterine colic, gastralgia, enteralgia, cystitis, prostatitis, enuresis, rigid os, threatened abortion, etc.?

H. V. C.

C Why Is
O its steadily increasing use, during sixty years, a good indication of its practical and proven value?

H. V. C. is pleasant to take, safe to use, without depressing effect.

A "stand-by" in INDUSTRIAL PRACTICE

Sample and literature on request

THE NEW YORK PHARMACEUTICAL CO.
Bedford Springs

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Announcing

National Therapeutic Carbons for carbon arc light therapy



NINE different types of National Therapeutic Carbons have been produced. These meet every requirement of light therapy, and may be used in any therapeutic arc lamp, by selecting the size required. Upon the type of carbon depends the light produced, which may duplicate noon June sunlight, or afford unusual intensities in specific portions of the spectrum, including ultra-violet and infra-red.

Many physicians have met with marked and sometimes seeming miraculous success in using the light from these carbons as a remedial agent. Carbon arc

light therapy in preventive medicine likewise is becoming more and more firmly established daily.

Full descriptions of the physical characteristics of these carbons, including spectrograms, are given in the new booklet, "National Therapeutic Arc Carbons," just issued. This enables the physician to select the proper types of carbon to give the quality of light he desires for the treatment of his cases. The booklet is sent free on request to physicians and hospitals. National Therapeutic Carbons are sold by lamp manufacturers and physicians' supply houses.

NATIONAL CARBON COMPANY, INC.
Cleveland, Ohio



San Francisco, Cal.

Unit of Union Carbide and Carbon Corporation



"Alcoholic Stimulants"-- Bah!

By D. H. Hinckley, M. D.
Chicago

WHEN Colonel Charles Lindbergh climbed out of the *Spirit of St. Louis* after that glorious landing at Le Bourget, what did he ask for?

Did he call for a bottle of champagne? No. Did he call for a drink of gin? No. Did he clamor for whiskey, brandy, rum or beer? No. Did he order a coca-cola, a ginger ale, or any one of the thousand and one bottled beverages that are claimed to be the very essence of refreshment?

No, he didn't. He asked for "a bottle of milk and a roll."

What a lesson! What monumental proof of the value of living a sane, temperate life, a life that enables one to accomplish things worth-while. Lindbergh could never have made that flight, if he had been trained on booze.

It is a lesson like this that I would like to bring home to the author of "Putting a Crimp in the Doctor's Prescription," which appeared in April MEDICAL ECONOMICS under the signature of Dr. Frederic Damrau.

That article, if I may be quite frank, appeared to me very much like the efforts of a propagandist;

A physician's spirited reply to "Putting a Crimp in the Doctor's Prescription", in April MEDICAL ECONOMICS, with some sound facts.

at least it is couched in a language which suggests a perversity of temper and a wearisome persistence in dispute.

The results of searching biological investigation and the conclusions arrived at by the medical profession's master minds does not seem to bear much weight with the contentious author; they seemed to go over his head.

The puerile story of the recreant spouse who consumed his sick wife's ration of "hooch" is far-fetched. I rejoice in the fact that he did not administer the rum to the wife but temporarily eliminated himself from the scene, giving the poor woman a much needed rest and allowing the doctor to be credited with a cure.

IT does not require any of Sherlock Holmes' deductions to discern why the butterfingered nurse dropped the patient's rum. It was a case of *diplopia*; she saw two of them.

Many opponents of regulation are unscientific men who have never performed a single original experiment or investigation. To them biology is a mystery. They
(Turn the Page)

NEO-REARGON

is a recognized valuable Gonocide

Its efficacy is referred to at length in two new books just off the press.

"Gonococcal Infection in the Male"

By Dr. Abraham L. Wolbarst, New York City.

"Venereal Disease, Its Prevention, Symptoms and Treatment" (third edition)

By Dr. Wansey Bayly, London, England.

"It shortens the period of treatment"

Write for Literature and details of our Special Introductory Offer

C. P. CHEMICAL & DRUG CO., INC.

114-118 Liberty Street

New York, N. Y.

Post-Maternity Cases

Pregnancy and parturition entail a serious drain upon the human organism, especially upon the nervous system. In post-maternity cases

ESKAY'S

NEURO PHOSPHATES

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105-115 No. 5th St.
Philadelphia, Pa.
Established 1841
Manufacturers of
Eskay's Food
Eskay's Suxiphen

is of particular value, because it furnishes calcium and phosphorus in the closest possible form to that in which they exist in the nervous system.

It supplies these needed basic elements, tones the nervous system and acts as a true nerve-cell re-constructive.

are men who follow the faction shouting the loudest.

Paid retainers of the liquor interests disseminate insidious propaganda, in various guises, to the busy and unsuspecting medical practitioner. In medical gatherings a militant minority often puts up what seems to be a one hundred per cent "holler." Let no one be deceived by the "unanimous" action taken by the A.M.A. at their recent convention, which action was preceded by a two hours' stormy debate.

What many medical men need is a brushing up in modern medicine and a stiff course in Americanism, whose cardinal principle is "the greatest good for the greatest number." If the Eighteenth Amendment is a bad law, repeal it. Until then, obey it.

Physicians are deploring the fact that there is so much running to and fro, that the cults are gaining in numbers, that the numerous manipulators are reaping a harvest, and that a disgusted public is relegating the medical profession to the status of bootleggers. The physician dispensing liquor prescriptions is becoming unpopular—he is winked at by the laity and is not trusted by his fellows.

I do not prescribe alcohol stimulants in my practice, even though it means a loss of \$300 a month. It may be folly, but it is cheaper than damning my soul.

Indulgence in alcoholic beverages in the tropics results in rapid degeneration, both moral and physical.

Many stalwart Polar explorers have succumbed, not to the cold, exposure and hardship, but to the imbibition of alcoholic stimulants. They did not conserve their heat.

What physical director or coach will deny the evil effects of alcoholic stimulants on athletes? Even a moderate drinker would have lost the game before he started. It retards development, blunts the mentality and slows up co-ordination and instant response so vital to athletic success.

Among the workers in the mines in Butte, Montana, it has been observed that robust drinkers (in the old days) died of pneumonia after a few days' illness, while abstainers recovered from successive attacks.

Big business refuses to hire even a moderate drink addict. He is unreliable and his babblings lead to many complications.

By sobriety, system and efficiency we have gained industrial world supremacy since the war. Production has increased, according to various estimates, from twenty-five to forty per cent.

Five years before the prohibition era, alcohol was placed seventeenth in the list of stimulants. Why not resort to the vast armamentarium of greater efficiency?

If men persist in drinking poisonous liquor when they are aware of its perils, they should be put under restraint, like morons and other weak and unfit members of society. Why this subserviency towards the unfit and the neglect of the adolescent?

Who can controvert the fact that pauperism has been reduced to a minimum—that the workman's weekly wage has been diverted from the corner saloon to legitimate channels of trade—that the health-giving automobile is becoming a universal possession—that better furnished homes are found, and that children are now receiving medical and dental attention? Why kill the goose that lays the golden egg?

ALKA-ZANE

A rational antacid for the restoration of normal blood alkalinity. Indicated wherever relative hyperacidity is present.

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Today's Dental Requirements In a Dentifrice

- 1 Teeth whiter: for it removes the dingy film successfully—the film which the profession holds largely responsible for decay and pyorrhea.
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- 7 Mucin plaques: curdles and disintegrates them at all stages of their formation.
- 8 Ptyalin index: decidedly increased to combat starch deposits better.
- 9 Alkaline index: decidedly increased, thus better combating causes of tooth decay.

May we send you a full-size tube to try, together with recent data and literature? Just mail the coupon.

THE PEPSODENT CO.

N-79 Ludington Bldg., Chicago, Illinois

Please send me, free of charge, one regular 50-cent size tube of Pepsodent, with literature and formula.

Name.....

Address.....

Enclose card or letterhead 2445

Hyperacidity— A Vicious Circle

MEYER and GOTTLIEB, in "Pharmacology Clinical and Experimental" 1914, state:

"The apparent hypersecretion (of the peptic glands), however, is often due to nothing else than an accumulation of the continually secreted gastric juice which, in cases with motor insufficiency and spasm of the pylorus, is not sufficiently neutralized by saliva from the mouth or by mucus from the stomach. (Katchowski)

"In this connection it should be remembered that *hyperacidity itself has a tendency to cause spasm of the pylorus.*"

And in this condition Phillips' Milk of Magnesia *neutralizes* the excess of acid and relieves the spasm.

Phillips' Milk of Magnesia combines therapeutic efficiency with inviting appearance and pleasant taste. Taken equally well by young and old.

PHILLIPS' Milk of Magnesia

CAUTION. The physician is advised to beware of imitations of "Phillips' Milk of Magnesia." Kindly prescribe in original 4-ounce and 12-ounce bottles, obtainable from druggists everywhere.

"Milk of Magnesia" has been the U. S. Registered Trade Mark of The Charles H. Phillips Chemical Co. and its predecessor Charles H. Phillips since 1875.

Prepared only by

The Charles H. Phillips Chemical Co., New York and London

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TELEGRAM	
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NIGHT MESSAGE	
NIGHT LETTER	

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NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

*Protect yourself and your patient from
the treacherous fever thermometer*

I RESPECTFULLY URGE YOU TO DO YOUR PART
IN HASTENING THE PASSAGE OF BILL S-2142
CONCERNING CLINICAL THERMOMETERS

*—wire or write this message
to your Congressman
Today*

Federal Legislation on Clinical Thermometers

THE law-making machinery at Washington has ground out a vast and exceedingly fine network of provisions and restrictions to force physicians into doing this, to prevent them from doing that, to compel, to restrain, to coerce, to hinder, and to limit, until the practice of medicine begins to assume the aspect of a tight-rope stretched across a gulley of violations—with the physician doing the teetering.

The still voice of conscience has been drowned out by the bellowing of the law. Indeed, many good practitioners are honest in their belief that it is a downright impertinent bellowing.

However that may be, this same law-making machinery down at Washington, D. C., has so far failed to do any grinding on one important phase of the physician's practice.

That is a phase that requires, not hindrance and restraint, but protection. Physicians and their

patients should be protected against inaccuracy in clinical thermometers, and protected by the strong arm of Federal legislation.

If a half-dozen or so of the bothersome restrictions that now circumvent the practice of medicine could only be swapped in for one good law that would effectually keep inaccurate clinicals out of the country, physicians would be happier and patients safer.

BUT since no immediate prospect of such an exchange appears likely, physicians can do nothing more than swallow hard, elevate their eyebrows in the proper attitude of hurt dignity, and turn their attention to getting what they can—namely, protection.

This they should do with all zest, and since they need do little more than write (or better still, wire) their Congressmen a
(Turn the Page)

message such as will be presently suggested in this article, it needn't be an especially prolonged sort of zest.

As a matter of fact, a more or less comprehensive review of the entire fever thermometer situation might be a profitable investment for any physician's time, acquainting him more closely, as it would, with one of his most important diagnostic tools.

KEEPING in mind, therefore, that the first and final aim of this article is to urge the physician to use his influence in the passing of proper clinical thermometer legislation, let us proceed.

Federal legislation, of the proper kind, has the whole-hearted support of all reputable clinical thermometer manufacturers in the United States. They have confidence in their products, and in their ability to meet all requirements of such legislation. They know that closing the door to imported clinicals of inferior grade, and proper supervision of manufacture within the country would react to their benefit by lessening competition of a particularly vicious nature.

They also, being human, feel that such legislation would make for a more thorough appreciation of accuracy, and thus of their own product. It would serve to heighten even further their own morale.

So much for the manufacturer's viewpoint, which is, after all, an important one. The reputable manufacturer is willing and even anxious to see proper Federal legislation enacted on clinical thermometers.

But mark that word "proper." It is important. For the difficulty in the whole situation, the thing that is causing a great deal of stir in the industry and trade, is the fear that this much-talked-of legislation will go shooting off at the wrong angle and not only defeat its own purposes of protection, but will send the price of clinical thermometers soaring.

The distributors and retailers, too, want to see something done, if only it is done right. For they are the ones who sell you, or your patient through your prescription, a fever thermometer, and they feel the responsibility of such a sale.

They don't want to sell inaccurate instruments, not if they are good dealers. They value their reputation too much. They realize that their responsibility in selling a clinical thermometer is on a par with their responsibility in compounding an important prescription.

THE danger of inaccuracy is as apparent to them as it is to you.

On the other hand, they are almost as much at sea as you are
(Turn the Page)

No Lancing of Boils
NO PAIN - NO SCARS

R

STANNOXYL

PURE OXIDE OF TIN AND TIN METAL

Samples and literature on request

THE ANGLO-FRENCH DRUG CO.
1270 BROADWAY, NEW YORK CITY



THE SAFE TREATMENT FOR BOILS

WITHOUT THE LANCE
WITH STANNOXYL



Once highly popular in the treatment of boils, the surgeon's lance is now being returned to the old-fashioned surgical kit, there to rust away the final days of its existence in innocuous desuetude. Modern standards of surgery have indeed emphasized the dangers of lancing the boil. And Stannoxyl, having a specific restraining action on the causative staphylococcus, has made the lance entirely unnecessary and obsolete. *Requiescat in pace* in the old-fashioned surgical kit.

DANGER

Danger is ahead when the surgical lance is rashly used in the treatment of a boil. Everywhere surgeons of high repute have sounded a note of warning against hasty incision for boils. "Criminal" is the word used by an outstanding German surgeon in reference to surgical treatment.

To plunge a knife through a heavily infected area into healthy tissue and open blood channels, is obviously unsound surgery. In the first place, this **Sepsis** procedure invites the infection to extend along the subcutaneous spaces so as to form a carbuncle. Secondly, the ever present possibility of introducing septic material into the blood vessels injured by the penetrating blade makes septicemia a real danger.

The experience of many workers condemns the use of the lance in the treatment of boils. A few citations will suffice.

In the Berlin Surgical Clinic, in charge of Professor Bier Hofmann (Arch. f. klin. Chir., March 15, 1923) observed during a period of fifteen years a mortality of 8.2 per cent in the 182 cases of furuncles of the face in which operative treatment was employed.

Deaths from Lanced Boils Canon (Deutsch. med. Wchnschr., June 5, 1925) saw no complications in his 129 cases of furunculosis (including twenty-one on the face) treated non-surgically; but, among the patients who were subjected to surgical treatment, he observed several metastatic abscesses.

Pulay (Med. Klinik, Nov. 6, 1921) maintains that furunculosis is not a surgical affection and warns against hasty incision. He protests against incising

a boil, unless compelled to do so by high fever and increased pulse rate. In Pulay's opinion, the incision does not remove the cause but merely opens up new routes of infection.

Safety demands that the lance be abandoned in the treatment of boils.

S A F E T Y

The modern treatment of boils consists in the administration of Stannoxyl. Stannoxyl is a mixture of chemically pure metallic tin and tin oxide. The efficacy of Stannoxyl medication depends on the fact that tin is definitely anti-staphylococcic. And the staphylococcus, as we know, is the cause of boils.

In experiments on bouillon cultures of staphylococci and animals inoculated with these micro-organisms, Stannoxyl has been proved by actual test to inhibit the growth of the staphylococcus. And the clinical results in actual cases of boils are still more convincing.

Without changing his diet or mode of living in the least, without any local treatment whatsoever, without even a dressing over the boil—the patient under Stannoxyl obtains prompt and lasting relief.

At the end of the second day, pain diminishes and itching ceases. On the fourth day, the signs of inflammation disappear. Soon the base of the boil softens and its walls collapse. Then **without incision** the core of the boil is rapidly absorbed and suppuration ceases. A thin crust forms over the site of the boil, dropping off on the eighth to the tenth day and leaving a healthy base.

How Stannoxyl Works

These are the results of Stannoxyll medication—not merely for the lucky boil but for the **average boil**. Stannoxyll has set new standards in the treatment of boils. It has made pain unnecessary and the lance obsolete. It avoids the crisscross scar so conspicuous after the crucial incision. It prevents extension of the infection. And, above all, it avoids the dangers of lancing the boil and constitutes the safest and most effective treatment possible.

D O S A G E

The daily dose of Stannoxyll is 0.5 to 1 gm.; that is, from 4 to 8 tablets. The tablets should be taken with a little water immediately after meals. The taste of Stannoxyll can scarcely be detected and is not in the least disagreeable.

Stannoxyll Liquid in a 1 or 2 per cent solution may be used as a wet dressing for application to boils.

Stannoxyll is advertised only to physicians. It may be obtained at all leading prescription pharmacies.

Manufactured in France by

LABORATORIES, ROBERT ET CARRIERE

37, Rue de Bourgoyne, 37

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Sole Agents for U. S. A.

The Anglo-French Drug Co.

1270 BROADWAY

New York City

Complete literature and samples upon request

Rx

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Children As Practice Builders

Without specializing in pediatrics, successful practitioners recognize the tremendous value with other members of the family of capable handling of children. Especially for those minor, yet often difficult cases where a laxative is indicated, Feen-a-mint, with its pleasant candy covered chewing gum and mild yet effective phenolphthalein (yellow) content, offers the ideal means.

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"VIMS" for Endurance

VIM Needles bespeak quality in terms that every physician can understand.

They won't clog, corrode, nor rust. The shanks have the remarkable strength and brightness of Firth Stainless Steel. The points are sharp and remain so. Those are the essentials of lasting satisfaction. Such freedom from the faults of ordinary needles more than compensates for a trifling difference in first cost.

A really good product is always worth trying. Ask your dealer. "VIMS" are characterized by the square hub. Hypo sizes \$2.50 per dozen.

MAC GREGOR INSTRUMENT CO.

NEEDHAM, MASS.

"—and a
dozen "VIMS"



when it comes to selecting instruments for sale. They can't test them because testing requires expensive apparatus and expert attention.

There are a thousand and one factors that influence the presence and retention of accuracy in clinicals, all tending to further confuse and complicate the situation. A few of these factors will be taken up later on.

But the gist of the retailer's position is that he has to rely on the manufacturer's reputation, or his word, in purchasing his stock of clinicals, which position naturally does not tend to decrease his burden of responsibility.

THE retailer is anxious to see Federal legislation, of the proper kind.

Now the reason for all this emphasis on "the proper kind," as stated a few paragraphs back, is the fact that the *wrong* kind of legislation has been, and still is, in imminent danger of sliding through the machinery in Washington and emerging as a full-fledged law.

If it had, there is every likelihood that it would have failed in large measure to accomplish its purpose and would have caused a considerable increase in the cost of taking patient's temperatures.

The bill that came so near to going through is known as Bill S-2059. Manufacturers of fever thermometers, seeing from long experience the glaring loopholes

in Bill S-2059, exerted all their influence to have it withdrawn. In its place they suggested another little draft of legislation called Bill S-2142.

This latter they are now urging, courteously but with all the earnestness of people who want to see a thing done right.

Bill S-2142 is also being supported, at this very time, by a publication reaching all the retail pharmacists in the country, with the probable result that a majority of the United States Congressmen will soon begin receiving telegrams and letters from the druggists in their respective districts, on the subject of clinical thermometer legislation.

It is here that the physician enters. With the manufacturer and the retailer joining hands to haul, coax, and cajole Bill S-2142 through to completion as an Act, it is clear that the assembled voices of a number of thousand medical practitioners will make success just so much surer and easier.

That is why it is important for every physician who entertains a respect for accuracy in his heart to sit down immediately and write his Congressman an earnest message in behalf of Bill S-2142.

IT is merely necessary to put in that telegram or letter, some such message as: "I RESPECTFULLY URGE YOU TO DO YOUR PART IN HASTENING THE PASSAGE OF BILL
(Turn to Page 63)

IN PREGNANCY

The perfectly emulsified Petroleum Oil in

ANGIER'S EMULSION

is an admirable laxative in Pregnancy, placing no strain on the muscular function of the intestines, producing no intestinal irritation, no disturbing influence on the uterus, no ill effect on the infant.

Moreover, it combines with its lubricous aid to the bowels, an efficient means to replenish the mother's supply of calcium, so likely to be depleted during pregnancy and lactation—this with desirable sedative effect on the irritated nervous system due to such depletion.

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A physician writes us:-

"For several years I have been gradually eliminating from my practice the uncertainty of self medication by my patients and relying more and more upon treatments with known quantities of the drugs I desire in ampoule form.

"The forgetfulness and seeming indifference of patients, even with the most carefully given instructions for the use of prescribed drugs frequently interfered with expected improvement.

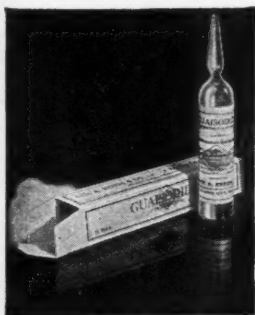
"The theory of ampoule medication appealed to me through its complete control over dosage and administration, and also because of its quicker action, purity, sterility, and standardization.

"Since using ampoule medication I note an increased efficiency particularly in instances where oral administrations cannot be tolerated because of digestion disturbances.

"My patients improve faster and, except in a few isolated instances, among timid or hypersensitive patients who object to the needle I find that they are better satisfied with the results."

Breon Ampoule Solutions will likewise benefit your practice.

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Gentlemen:

Please send me full particulars in regard to Breon's Ampoule Solutions.

.....M. D.
Address



This photograph of a Danersk-furnished reception room is published through the courtesy of the Erskine-Danforth Corporation, New York.

Does Your Reception Room Attract-- or Does it Repel?

By an Interior Decorator

IT goes without saying that the more inviting a reception room is, the more successful the owner's practice will be. That is an axiom.

It is likewise an axiom that a reception room, no matter how beautiful or how delectably furnished it may be, will not of itself alone build practice. Its owner must be a good doctor, and he must have good equipment to work with.

From these two axioms, and a little common sense, we may draw the conclusion that a fair personality, a good training, a complete set of equipment, a little capital to carry on with, a fairly fertile territory, *backed by an attractive waiting room*, make a well-nigh unbeatable combination.

A waiting room is a place where people wait. While they wait there, they usually think. Being there for a purpose, their thoughts are often rather blue. They are critical, annoyed by little things, receptive to adverse impressions, and at that crucial time, your patient may be made or lost, for the future.

You will do well to consider your reception room carefully, and, if it does not come up to an attractive standard, invest some money in decorations and furnishings.

GOOD reception is as important in physicians' offices as it is in radio.

The reception room should be an inviting sort of place. Two
(Turn the Page)

main factors go to make it inviting, and they are choice of furnishings and color schemes. For a practice subsisting largely on patients of wealth and discrimination, the reception room should of course bespeak distinction and elegance. On the other hand, if patients are the good every-day sort of folk, as they more often are, a home-like middle ground will be best.

Before proceeding to furnish the reception room, its size, exposure and its lighting will have to be considered. Reception rooms are often odd shaped, long and narrow, short and wide or even angled irregularly because they are divided with other offices, walled off, or taken out of one large office.

Whatever the problems, they can be minimized by careful treatment. For example, a reception room in connection with a laboratory visited by the writer recently, was extremely narrow in proportion to its length, yet the room was given pleasing bal-

ance by the use of subdued floor and wall coverings in taupe and soft brown. These minimized the difficult dimensions. An informal arrangement of furniture also prevented the room from looking like an aisle, a big arm chair being on one side of the room offset by a small console table, mirror and smaller chairs grouped on the other side.

THIS arrangement kept the room from looking one-sided, as it might have if the furniture had all been arranged along one wall.

Another reception room visited not long ago, had besides its small size the problem of sharp angles with which to contend. Along the outside wall, which ran at an angle into an extremely sharp and narrow corner, a broad window seat was built to cleverly conceal the odd corner and take care of this angle of the room. Incidentally the seat provided ample space for patients

(Turn the Page)

Irrefutable Evidence

THE make-up of a remedy is essentially important, and the rational composition and character of Agarol give it a particular appeal to physicians of experience.

But it is what this preparation actually does when used in practice that tells its true worth. For instance, of 400 cases of chronic constipation treated in a New York hospital with Agarol, not only was every case markedly relieved, but—and this is the significant fact—a large percentage had their intestinal functions re-established in from two to four weeks!

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when the office was crowded.

The apparent size of any room is much affected by its exposure, too. A dark room appears small, while a well lighted one has an air of spaciousness. Real daylight and sunshine in the reception room are a most valuable interior decoration.

HOWEVER, not all offices can have sunlight or even direct daylight and to make up for this, artificial lighting and also color schemes must be called in to do their part.

Artificial lighting is most successfully done when it is not obtrusive. Lights that dazzle and glare create a most unattractive atmosphere and have an unfavorable effect on patients, as the writer has often noted while waiting in a reception room that was wholly dependent on artificial lighting. This room was large and the ceiling was dotted with bright globes that lighted every corner, yet the room appeared stuffy and crowded.

And the restless people there, twisting and sighing and turning in their chairs, not because the furniture was uncomfortable, but because of the lighting defects!

So much better effects are gained by subdued lights, indirect lighting or lamps placed here and there. A floor lamp by a davenport, a bridge lamp by a chair, and another lamp on a table give a most inviting air to any reception room, making it possible to

forget that artificial light is being used.

Colors for the room without sunlight or much outside light should be warm. Soft yellows, creams, and tints of rose are in this class. And all reception rooms, whatever their exposure, are made cheerful by a dash of color, no matter how dignified the treatment of the rooms. To get away from the stereotyped schemes, one may liven a room, as was done in one very attractive reception room, by using hangings at doors and windows of a rich orange velvet, to set off dark woodwork and furniture.

SOFT rose is a good choice to set off dull or drab surroundings, being especially harmonious with gray, and pale yellow or cream makes pleasing contrast with any dark furniture, be it walnut or mission.

For some time overstuffed furniture has been in vogue but it is doubtful whether heavily upholstered pieces are a good selection for the reception room for sanitary reasons, and for artistic reasons, where space is limited. Massive furniture is only for the very spacious room. However, a few upholstered pieces are not taboo, especially since removable pads and reversible cushions are in style, used in chairs and davenports that have frames of wood or wicker.

Wicker or fiber furniture is pleasing for the moderately
(Turn the Page)

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priced reception room that wishes to have a "home-like" air, neither cheap nor expensive. These wicker pieces come in a variety of shades and tints from dark brown to light gray, and in many combinations such as blue and gold, green and gold, and even red and black. For elegance, mahogany has always been the standard but walnut now comes as a rival and period designs in walnut give a distinctive air to a reception room.

What pieces are chosen will depend on the needs of the office, and of first importance is adequate seating space. A davenport provides room for several patients and adds variety to the usual assortment of chairs. A bench is not to be overlooked either, for besides being very good style, it is a handy piece for an odd space, and for little folks who like to sit at a table and look at the magazines there.

This very arrangement was seen in a smartly furnished reception room, the bench, covered with a comfortable velvet pad, being placed against the center table in the room. Grown-ups could also sit back to the table and read, not feeling conspicuous because of the convenient grouping of the furniture. And at the same time, the office made use of valuable space which was needed for waiting patients.

A change from the center table is the console which is appropriate for the reception room, being dignified, ornamental and useful. Placed against a plain wall, it may make a point of interest with a vase of flowers or some ornament on it, and a mirror or picture hung above it. A plant stand and a magazine stand may also be a welcome change from the usual office tables.

In choosing chairs, big ones and little ones, high and low, rockers and straight back should be provided if patients are to be pleased. And the office will look most attractive when the furniture harmonizes in general style and finish, although different designs may be chosen for a little individuality.

REMEMBER THIS—although you yourself may be thoroughly attached to the furnishings and appearance of your office and reception room, the new patient is not so attached. He has not passed through the joys and sorrows that associate themselves, in your mind, with the furniture that you have grown up with.

You are used to these things. He is not. If they are not in perfect taste, not harmonious, not just as they should be, your patient is going to feel uncomfortable, even though he may not know what affects him. Make your office attract, not repel.

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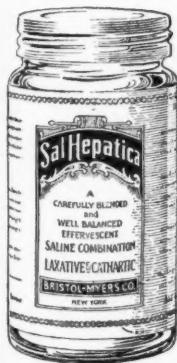
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New Shapes in the Sky

A Series on Medical Arts Buildings

X

Salt Lake City

ALTHOUGH Salt Lake City's new medical arts building is one of the finest office buildings in the West, the rents average about fifteen percent less than other first class offices in Salt Lake City.

This is made possible by careful administration and close adherence to the exact needs of its professional occupants, and shows clearly the practicability of the medical building idea.

The Salt Lake City building is owned by the Medical Arts Building Co., a corporation. There are two classes of stock, common (held by the physician-tenants exclusively) and preferred, 7% dividend, cumulative (distributed among business interests who have fostered the undertaking, the contractors who erected it, and a few others). In addition there is a first mortgage loan from a large life insurance company for approximately 50% of the entire cost of land and building.

The building is of fireproof construction, that is, the footings, foundations, the framework, floors and roof are of reinforced

concrete. The exterior walls are of dark red variegated texture brick trimmed with light terra cotta. The interior partitions are either of hollow clay tile or of metal and plaster.

All windows are of steel sash type glazed with plate glass. The only wood is in the doors and the small amount of interior trim, which wood is mahogany.

The main entrance lobby has a marble finished floor, walls of terra cotta and an ornamental plastered ceiling. The upper corridors have floors tiled in rubber, wain-

scots of hard variegated tiles and upper walls and ceilings plastered. The stairs are of reinforced concrete, tiled on the sides and with rubber finished treads.

Two gearless traction type elevators, speed 450 feet per minute, are a part of the equipment; and space is provided for a third elevator to be installed when the building is enlarged.

The main floor provides space for four rental stores—one of them a pharmacy—and a lecture hall and medical library in the rear. The various meetings of



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the medical fraternities will be held in the lecture hall, in which provision is made for moving pictures.

The basement furnishes additional rental space including a barber shop and beauty parlor.

Toilets are located on each stair landing midway between floor levels; and they alternate—one for men and the next for women.

Each of the nine upper office floors provides approximately 3250 square feet of rentable area, which, if subdivided as in an ordinary office building, would give ten offices to each of the floors, or ninety offices in all.

Each tenant doctor (or group of doctors) has selected the space he will need, and this space has been subdivided according to his requirements. The result is that every office floor will be differently subdivided, excepting the corridors.

The tenants will number about eighty—of whom approximately one-fourth will be dentists. The rents will average about fifteen per cent less than in other first class office buildings in town. The location is an admirable one being rather close to but not entirely within the business district.

The plans have been drawn having in mind two future rear additions. The first will add the equivalent of thirty-six office rooms and the second, ninety more.

The entire cost of the building will be \$425,000.00; or with the land, \$475,000.00. The building contains about 675,000 cubic feet.

The officers of the Corporation are: Dr. Fred Staufer, President; Dr. E. F. Root, Vice-President and Treasurer; Drs. W. R. Calderwood, E. A. Tripp, and H. P. Kirtley, Directors, and Dr. M. M. Critchlow, Secretary.

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FINANCIAL DEPARTMENT



A monthly review for the guidance of physician-investors

STATISTICAL evidence covering the general business situation indicates that there have been fundamental changes during the past month. Taking trade and industry as a whole, the summer recession appears to have been no more than normal, despite such retarding influences as the flood in the lower Mississippi Valley, the bituminous coal strike, and reduced activity in the automobile industry. Volume of trade and profits are by no means satisfactory in all lines, but enough good business seems assured to maintain through 1927 the good record already made this year.

Of all the developments of the month the most encouraging is the unexpectedly favorable showing of corporation earnings for the second quarter now being made public. General Motor Corporation ranks first in aggregate profits, with net earnings, including profits of subsidiaries not consolidated, for the half year ended June 30, of \$129,250,207, an increase over corresponding figures for the first half of 1926 of \$27,550,253. Although the total production of automobiles in the country was lower in the six months period than in the like period of 1926 the production of the General Motors Corporation increased. While earnings of the United States Steel Corporation for the second quarter of the

current year were somewhat lower than for the corresponding period in 1926, the decline was relatively slight. The two lead-

ing industrial corporations, however, were not the only ones to make a good showing. Out of 82 companies engaged in varying phases of industry that have thus far published their figures, 47, or 57.3%, showed increases in earnings as compared with the second quarter of last

year, and 35, or 42%, showed decreases. If the comparison is made in dollar values, the combined earnings of these companies in the second quarter (1927) aggregate \$184,023,000, as compared with \$169,865,00 in 1926. The increase was 8.3%, but if General Motors were eliminated the result would be a decline of 9.2%.

As was generally expected, oil companies showed decreases in practically all cases, as compared with last year, due to the price cutting and overproduction in that industry. Earnings of steel companies generally were smaller than last year, but the decline was less than might have been expected in view of the lower level of steel prices. Textile and leather concerns and a large number of companies in miscellaneous lines went ahead. Even the automobile industry, where particularly keen competitive conditions prevail, showed a number of very satisfactory gains, though it is doubtful whether, if statements

"I DO THEE WED"



A closer union between the \$-sign and the ?-mark would save many a broken bank-book. The Financial Editor will give an impartial answer to any inquiry on investments (except, of course, purely speculative issues.)

for all companies including Ford were available, the aggregate totals would measure up to those of last year.

Considering the fact that the year 1926 was an unusually good year for business, success in maintaining anything like as favorable a showing this year in the face of increasing competition and further decline of prices in many lines indicate a degree of efficiency on the part of business management which inspires confidence in the maintenance of stability.

Financial Questions and Answers

BECAUSE good bonds are selling at such high levels currently I find the return so relatively unattractive that I am almost inclined to keep my funds in the saving bank where I am getting $4\frac{1}{2}$ per cent. If you
(Turn the Page)

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M.E.

could suggest a number of preferred stocks yielding $5\frac{1}{2}$ per cent or more, issues listed on the New York Stock Exchange preferably, I would be deeply obliged to you. I would prefer public utility or railroad issues as I have had two unfortunate experiences with industrial preferred stocks. Thanking you in advance, I am. L.P.

WE submit for your consideration a list of what we regard as sound railroad and public utility preferred stocks. These preferred stocks are, with the exception of the Consumers Power issue, all listed on the New York Stock Exchange and yield approximately $5\frac{1}{2}$ per cent or better: New York, Chicago & St. Louis Ry. 6% preferred (call price 110) selling currently at about 106 to yield 5.64%; Wabash Ry. A 5% preferred (call price 110) selling currently at about 93 to yield 5.40%; Consumers Power Co. 6% preferred (call price 110) selling currently at about 103 to yield 5.83%; Columbia Gas & Electric Co. 6% preferred (call price 110) selling currently at about 106 to yield 5.64%; West Penn Power Co. 7% preferred (call price 115) selling currently at about 114½ to yield 6.10%; General Motors

Corporation 7% preferred (call price 125) selling currently at about 124 to yield 5.65%.



CURRENT LITERATURE FOR INVESTORS

Investing With Safety: Quite a little financial education in itself, and it is *brief*, too. Write the Blyth, Witter & Co, 120 Broadway, New York

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Investment Suggestions: An imposing array of good securities, put out through the courtesy of Spencer Trask & Co., 25 Broad St., New York.

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Mighty Servants of Civilization: An illustrated brochure that sheds light on the public utility industry. Distributed by the National City Co., 331 Madison Avenue, New York.

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How We Aid Investors: No less than seven departments all working to the common goal of helping you invest your money safely, described in a pamphlet issued by Hornblower & Weeks, 60 Congress St., Boston, Mass.



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For treatment of subacute and chronic inflammation of mucous membranes, especially of the urinary tract.

The Doctor and His Investments

A Review of the Illinois Central

By Malcolm Lay Hadden

THIS DEPARTMENT is constantly receiving inquiries from readers concerning common stocks of all types and, unfortunately, in too many instances, stocks of newly established companies whose future is uncertain and whose earning possibilities are largely a matter of conjecture. It is the financial editor's feeling that a survey of the stocks of a number of the important American industrial and railroad corporations would be of value to many investors who feel that the inclusion of common stocks is a desirable part of their investment lists.

In presenting this discussion, it is not be presumed that the stocks analyzed are considered to be attractive at any given time from a speculative standpoint. Fluctuations in stock prices are of too uncertain a nature to permit any prediction as to what the future price trend of a given stock may be. The stocks which will be considered, however, are those of large and important and well managed corporations whose record of earnings and dividend payments in the past has been such as to justify confidence regarding their ultimate outlook for the future.

THE Illinois Central is one of the few great systems of the country that has never passed through a reorganization since its incorporation in 1851. It is the leading North and South trunk line of the United States, serving the fertile agricultural regions of the Mississippi Valley, the rich coal fields of southern

Illinois and the industrial sections centering around Birmingham, Alabama. The main line extends through Chicago, south to New Orleans, with branches reaching Louisville, Indianapolis, Birmingham, Atlanta, Savannah and other important points. In all, approximately 6,570 miles of
(Turn to Page 60)

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A Summer Prescription of Far-Reaching Value —

1. For the relief and prevention of "heat exhaustion" in the aged and debilitated.
2. For the correction of the disturbances of digestion and derangements of metabolism so frequent during the hot weather.
3. As a general tonic to offset the excessive waste of natural energies and reserve strength resulting from the exertion of the strenuous vacation days of modern life.

A test supply is at your disposal
on request

THE PURDUE FREDERICK CO.,
135 Christopher St., New York

Rx

Gray's Glycerine Tonic Comp.

(Formula
Dr. John P. Gray)
1 Bottle

Sig.: Two to four tea-
spoonfuls in iced
water or on cracked
ice three or four
times daily.



A liberal supply
on request

THE ORIGINAL
ZINC CHLORIDE
MOUTH WASH

LAVORIS

TRADE MARK

SHOULD BE
IN EVERY SICK-ROOM

So Pleasing
So Efficient

LAVORIS CHEMICAL COMPANY
MINNEAPOLIS, MINN. TORONTO, ONT.

Opportunities in Preventive Medicine

By Harriet Henderson

THE difference between industry as it exists today and a profession, at least in the eyes of a semi-idealist, is that the measure of success in industry is the financial return, while the measure of the success in a profession is the service it offers humanity.

Professional interest combines a number of elements. Besides the service ideal, there is that interest devoted to those within the group, the profession itself—its economic and social status, the reputation, authority, success and emoluments attaching to the profession as a body.

There is also the technical interest in the art and the craft of the profession and lastly the cultural interest that is the ultimate object attained by the practice side from technique itself. These several interests, all legitimately pertaining to the profession, theoretically, often seem antagonistic in the practice of the profession. One can imagine the doctor in the pioneer days of preventive medicine trying to reconcile these several interests to his own satisfaction.

"How far did his duty to the community—his service ideal require him to go in eliminating the need for his services? . . ."

"In giving his time to promoting prevention was he promoting the improvement of standards of efficiency in treatment? . . ."

"Does the doctor's time by rights belong to the well and the sick both? . . ."

Few hesitated in choosing "the primary service" to humanity and many have substituted the cultural interest in the object health in place of the technical interest in the art and craft of attaining health.

And so the great body of physicians have thrown them-

selves into this new fight and we have vaccines and serums and quarantines, the well-clinic, the periodic health examinations, prenatal care, health education and publicity—and dozens of other preventative measures.

Schools have their nurses and doctors. A big library or a factory puts its employees under the supervision of a physician whose duty it is to prevent sickness instead of cure it. Part of the president's breakfast regimen is the consultation with the White House physician.

A typical city health department employs the following staff: city health officer, three full-time physicians, one half-time physician, one half-time dentist, four food inspectors, four sanitary inspectors, one laboratory assistant, nine nurses, six clerks. In one department the well-baby clinic preventative work was so effective that in 1925 the mortality rate among its patients was

(Turn the Page)

BY seeking to prevent rather than to cure, the physician is not in any danger of becoming a back number.

On the contrary, with pre-clinical medicine, there'll be greater opportunities and more work to do.

TRADE
MARK
REG.**STORM**TRADE
MARK
REG.

Binder and Abdominal Supporter



Lifts and Holds

For Ptosis, Hernia, Pregnancy, Obesity, Relaxed Sacro-Iliac Articulations, Floating Kidney, High and Low Operations,—for any condition calling for abdominal support.

Every *Storm Supporter* is made to order, a doctor's work for doctors.

Supporter is made and mailed within 24 hours after order is received in this office.

We will gladly send descriptive literature and samples of materials with full information as to results attainable, with order blanks explaining measurements.

Katherine L. Storm, M.D.
Originator, Owner and Maker
1701 Diamond St., Philadelphia

fourteen per thousand as compared with the thirty-seven per thousand average of the whole city of some 131,000.

Diphtheria has become a rarity because of the extensive immunization of school children. And the campaigns with their publicity, their toxin-anti-toxin and their follow-up tests depend on the cooperation of the local doctors who often give their time without charge. Even this giving of free time, of extra research, of publicity work in the office and before the public has not detracted from the doctor's salary.

The normal individual, whether he knows it or not, is interested

Medigram NO. 22

A doctor's bill makes one of the most effective arguments in the world for Christian Science.

in being well instead of getting well. Perhaps the doctor himself has unwittingly promoted that more intense interest of the abnormal. He has stressed sick symptoms instead of health conduct; or it may be that the laity were unable to concentrate, consciously, on anything so natural and inherent as health should be. Anyway, the doctor has today

Get This Book---FREE!

"Irrigation and Drainage in Nasal Therapy";
16 pages; chart with 30 indications; symptoms; diagnosis; treatment.

Write today.

155 E. 34th STREET
NEW YORK

NICHOLS
NASAL SYPHON

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57

taken his place with the teacher, the nurse, the preacher, and the official, in making health an easy and conscious and continuous result of right living.

State colleges and universities are giving intensive instruction in nutrition and dietetics through extensive courses for the most part given to groups of housewives. The nutrition course takes up thoroughly the problem of eating for health and for keeping well through the right food selection. Doctors who have been out of college only a few years know little about vitamins, those valuable and mysterious protective substances contained in certain foods and not discoverable

Medigram NO. 23

Keep a patient owing long enough, and you'll surely lose him.

by chemical analysis, but only through feeding tests.

Seven Seattle doctors took this nutrition course under the Washington University extension specialist. They found that these recent nutrition discoveries are of so much importance that there wasn't a bit of question about using this knowledge in their practice, but how to get time to properly teach it to their people. They didn't try much, neither did they give up, but are hiring University graduates in nutrition for

ANGOSTURA

Dr. SIEGERT'S
(Elix. Ang. Amari Sgt.)

As a vehicle for masking obnoxious drugs. As an agent for stimulating metabolism.

Send for Sample

J. W. WUPPERMANN

Promotion Department

14 East 46th Street, New York, N. Y.

The ACTIVE LIFE of to-day DEMANDS

More Attention

GOLF to keeping patients in fit condition to do their work.

The week end auto trips, golfing, tennis, and other recreations—cause sore muscles or irritated nerves.

BETUL-OL, the local analgesic, relieves sore muscles quickly.

BETUL-OL, for 35 years has been relieving patients of Stiff Joints, Neuralgia, Arthritis, Neuritis and wherever an external analgesic is indicated.

TENNIS Supplied in 4 sizes: 1 oz., 2 oz., 4 oz. and 16 oz. bottles—obtainable at all pharmacies.

The **HUXLEY LABORATORIES, Inc.**

175 VARICK STREET
NEW YORK

Send for a sample

BETUL-OL

**SORE
MUSCLES**

their offices just as they hire nurses.

The nutrition specialist is very careful to distinguish between a food and a medicine, and where a medicine is indicated the individual is referred to the physician. Take the matter of iodine for goitre. The nutrition specialist advocates sea foods or iodized

Medigram NO. 24

Many an interne's idea of success is to get so he can balance himself on the tailboard of an ambulance going thirty-five miles an hour up Fifth Avenue.

salt. One of the sea foods extensively used now is sea Algae, a variety of sea weed.

There's more work with preventative practice than without and the new man in the city has the same chance of following his bent. The general practitioner becomes a research consultant specialist. There are perhaps more chances in preventative medicine than in any other line for the man without a specialty. I mean as a line that will aid him in his general practice and enhance his reputation.

Hay-fever prophylaxis and mental hygiene are two of the broadest fields that can be suggested. The study of poisons is a third and may lead into legal

and welfare work. A surgeon who wrote the story of his success attributed a large part of it to his study of poisons. In his intern days a patient died undergoing an operation for intestinal obstruction. The real trouble was lead poisoning. That started our surgeon on his poison researches. His next lead poisoning case, a painter, had been diagnosed as cancer. A little child thought to be suffering from ptomaine poisoning he found to be suffering from overdosing with calomel.

Next to these researches this doctor gave the credit to his careful and painstaking examinations. By them, he said, he was often enabled to prevent certain resultant diseases and conditions, also mistaken and expensive or insufficient treatment. "The doctor", said this man, "who slights examination and neglects blood and other tests because he doesn't

Medigram NO. 25

How soon will some enterprising quack-titioner hang out a sign: "Health given on 30 days approval"?

see a prospect of getting paid for it, is right theoretically; practically, he loses future fees and reputation." In industry the cost would be charged to advertising or insurance or re-investment.

Intestinal, Kidney or Gall Bladder Auto-Intoxication

In
Free
Iodine
Therapy



Whether it is Typhoid, Malaria, Pyelitis, or Septicemia, Burnham's Soluble Iodine will increase your confidence in possibilities of Internal and Hypodermic medication with physiologically Soluble Free Iodine.

Push it "to effect" and the result is most gratifying, even if drachm doses are necessary.

ACUTE Conditions, quicker results injecting: full strength deep in muscle, 10 to 60 drops, every 2 to 4 hours until relief.

10 to 60 drops, t.i.d. in water, milk, essence pepsin, simple elixir, etc.

Each ounce supplies 1 to 4 weeks' treatment. Original bottles ½-oz., 1-oz. and 4-oz.

Send for Sample and Literature.

BURNHAM SOLUBLE IODINE CO., Auburndale, Mass.



IN fair weather and in foul, the lineman, forever on the job, keeps the wires open.

PANCROBILIN, the lineman of the human system, serves to keep the gastro-intestinal tract open. Nature must be assisted when the human bile tank and the pancreatic car-bureter run dry. Refill them with bile, and enzymes and hormones of the pancreas—that is

PANCROBILIN. It is composed of Nature's own ingredients, pure dehydrated bile and the enzymes of the pancreas.

Pancrobilin each day keeps constipation away.

The physician can, with perfect equanimity depend upon

PANCROBILIN



Canadian Agents:
W. LLOYD WOOD, LTD.,
64-66 Gerrard St. E.,
Toronto

REED & CARNRICK
Jersey City, N. J.

British Agents:
COATES & COOPER,
41, Great Tower St.,
London, E. C. 3.



Paris:
SCOTT & SONS,
38, rue du Mont Thabor
ROBERTS & CO.,
5, rue de la Paix

When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

Among the several agents recommended

CHIONIA

A Preparation of Chionanthus Virginica

has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of

PEACOCK'S BROMIDES

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

.....
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Chionia.

(..) Peacock's Bromides.

Peacock Chemical Co.
St. Louis, Mo.

Everybody's Business

(Continued from Page 12)

essential vitamins. The billions of grasshoppers that have caused such losses to the farmers in South Africa now perish in deep trenches dug across their line of march, and a superior automobile lubricant is being pressed from their bodies. Out on our American prairies rabbits have become so destructive to crops that the animals are rounded up by organized drives. If a plan recently proposed is brought to realization, Kansas and other western states will have rabbit-packing plants that will produce a highly nutritious meat, a base for cosmetics and fur for felt. This will provide an income to offset the estimated yearly damage of \$1.04 per rabbit.

Each day discloses something new that is sure to upset established plans in one industry or another. Twenty-five years ago when platinum was nine dollars an ounce no one wanted it. Gold was supreme in the jewelry business. But everybody wants to wear what looks like money, so when platinum went to a hundred dollars an ounce, it immediately became the rage for jewelry settings.

"White gold"—an alloy of gold, nickel and zinc—which may contain as much as 80 per cent base metal, looks exactly like platinum. Nickel also resembles platinum



Simplicity Accuracy Reliability

Backed by three generations of practical experience in Artificial Limbs.

A. A. MARKS, Inc.
90 Fifth Ave.
New York City

so closely that not even a jewelry expert can distinguish between it and platinum by a mere visual examination. Government officials who are experts in rare metals tell me that lots of folks today are wearing diamonds set in nickel, or an alloy of gold, believing that the setting is pure platinum. Surely here is a market where the average person must be guided by faith. Furthermore, a recent find of platinum ore in the Transvaal may cut the price of the metal in half.

Fortunately, business ethics are improving, and this is particularly true in the jewelry industry. We are too prone to condemn the whole body industrial because of the many little deficiencies that still exist in the great structure we have set up. Little Abie heard people talking about "Business Ethics," and asked his father the meaning of the term. "Well," said his daddy, "I will explain. A customer comes in the store and buys a six-dollar pair of shoes. He hands me a ten-dollar bill. On the way to the cash register I notice that there are two ten-dollar bills sticking together. Now here's where the 'business ethics' come in—should I tell my partner?"

A tremendous movement is under-way to eliminate waste and make life easier, happier and better. But let no one overlook that the present moment is a time of great necessity for analyzing everything we are doing to see if some improvement can be introduced.

"Practice Building Offices", a series of articles which began in August MEDICAL ECONOMICS, will appear again in October. This feature will alternate with the series "New Shapes in the Sky".



Cunard Announces West Indies Cruises 1927-28

with sunshine in place of sleet . . . golden noons and indigo nights . . . and these four characteristics: luxury . . . entertainment . . . service . . . moderate cost.

S. S. "FRANCONIA"

Christmas and New Year Cruise from New York Dec. 20, 15 days, 3778 miles, visiting Nassau, Haiti, Kingston, Havana.

Christmas on board . . . New Year's Eve in Havana . . . the Old Year dropping down a tropical sky to the gay laughter of "New Paris." Rates from \$200 up.

S. S. "CALIFORNIA"

Two Cruises from New York Jan. 21 and Feb. 25, 31 days, 6280 miles, visiting Nassau, Havana, Port au Prince, Kingston, Cristobal, Curacao, La Guayra, Trinidad, Barbados, Fort de France, St. Pierre, San Juan, Bermuda.

A 31 days' cruise amongst these fascinating ports . . . on a famous World Cruising Steamer . . . an experience comparable only to sampling the lure of the tropics on a private yacht. Rates from \$300 up. Your local agent or 25 Broadway, New York.

CUNARD-ANCHOR West Indies Cruises





KNEE JERKS

[Supply your own kick]



I'd Like to be—

I'd like to be a doctor man,
Because you know a doctor can
Examine, treat, and heal himself,
Without expenditure of pelf.

Now when I have a pain or
cramp,

I find a doc and let him clamp
A gadget on my arm to see
If he can learn what's wrong
with me.

He questions me to see if I
Have had too much of Scotch or
Rye,

Or have been working late and
hard,

Or heating victuals fried in lard.
And then he gives me round red
pills,

And I give him five dollar bills....
I've often thought how nice
'twould be

If I could do those things for me!

—Bob Staples.



ANNOUNCING

"M.D. Special" \$1.00

Containing rolls 9 in. x 48 in.
of each Impervious Form for all
wet dressing coverings, and Per-
forated Form for direct dressings
that will not adhere to the form-
ing granulations.

Secure All Forms of CILKLOID
From Your Regular
Supply House

Sample on Request

THE CILKLOID CO.

508 S. 3rd Ave.
Marshalltown, Iowa.

In the Doctor's Waiting Room

"...ever show you my scar?
Twenty-seven stitches! And my
dear! Under ether for six hours!
And sick! Oh-h-h-h Agnes! You
should have heard me..."

"...bullet hit the leg at the
ankle, followed the bone up to the
knee, went right straight through
the knee-cap, and entered his
chest! Honest! And then..."

"...haven't slept for three
nights! Not a single hour! Last
night I heard the clock strike
every hour from eleven till one
this morning. I guess I just do-
zed off a minute then, but not
really to sleep. When I woke up
this morning..."

...and I said: Doctor, if
you're going to cut off below my
knee you might's well cut off be-
low my chin! And he said if he
didn't amputate I wouldn't live!
Lookit me! Do I look like I
wasn't going to live? S-a-ay..."

"...quart of Scotch, and a
pint of gin. Then we had some
Rye, and a little more gin.
Bought it from one of Ed's best
friends. Real stuff, just off the
boat. Say, would you mind guid-
ing me to that door? I can't
see..."

"...told her to get out and
walk home she started taking the
wheels right off the car. Then
she got hold of a socket wrench.
I expect to have the bandages off
in six weeks, but..."

"...and two eggs, and stir it
up well. I generally fry mine in
deep fat, but Sadie Chute don't,
she uses..."

...and some fellers says it's
no worse'n a bad cold, but guy,
you jus' offer me new-monia
about twelve times an' see how
quick I'd swap..."

"TH' DOCTOR WILL SEE YOU
NOW...."

THE WRONG RAILWAY

Reported by Lawyer Hayward



UNDERSTAND that I want this office furniture shipped over the A, B, & C Railway," the doctor explained.

The salesman made the proper notation on the order blank.

"We'll see that they're shipped that way," the salesman agreed.

A week later the X, Y, & Z Railway freight agent telephoned the doctor, and told him the shipment was in.

"I told him not to ship over your rattle-trap, but now that it's here there's no harm done," the doctor declared. He then sent for the furniture and put it in his office.

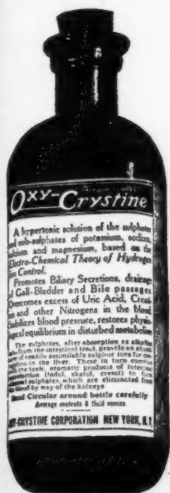
A week later the seller drew a draft for the price of the furniture, which the doctor emphatically refused to accept.

"The furniture was sent by the wrong railway, contrary to the positive orders, and that lets me out of paying the price," the doctor argued.

"Not after you accepted the furniture," the wholesaler retorted.

This may look like an elementary instance, but the point actually reached the Pennsylvania courts in the case of Wood vs. Malone, 18 Atlantic, 984. The decision was in favor of the seller, and there is a Nebraska ruling to the same effect.

Of course, if the doctor had refused to accept the furniture, and had notified the seller that delivery was refused because the goods had been shipped by the wrong route, then he would have had a good case.



IT IS—and IT ISN'T

It is an efficient and almost specific activator of liver, gall bladder, kidney, bowel and skin functions, a cleanser of the blood, reducer of hypertension, drainer of the gall bladder, skin purifier. It isn't a mere "antacid" or so-called "saline laxative."

Oxy-Crystine

is of unequalled service in acute indigestion, intestinal fermentation, hepatic insufficiency, gall bladder irritation, constipation, Neuralgia, sciatica, rheumatism, sea or car sickness, etc.

Prove It By Clinical Trial

OXY-CRYSTINE CORPORATION

P. O. Box 118, Grand Central Station, New York, N. Y.

Please send me a sample of Oxy-Crystine prepaid and without charge. ME-8

Dr.
Address.
.....
.....

The Doctor and His Investments

Continued from Page 49

road are operated in fifteen States, whose population in 1920 exceeded 37,000,000 persons.

According to recent figures, the capitalization of the company was made up as follows:

Funded debt (Including equipment obligations)	\$367,208,344.
6 per cent Preferred (\$100. par)	25,263,800.
Common stock (\$100. par)	129,181,392.
Surplus	86,573,150.
Total	\$608,226,686.

Due to the strategic position of the Illinois Central in one of the country's most important agricultural and industrial districts, the earnings record of the road has been an impressive one through good years and bad, permitting the company to maintain dividend disbursements on its common stock in every year (except 1858-9) since its incorporation. Such distributions have been made on the common stock at the rate of \$7. per share per annum since 1905, with the exception of the years 1913-16 inclusive, when such distributions were reduced 1% and 2%.

Some of our readers may question the desirability of purchasing the common stock of a road whose earnings in recent years have indicated a slight tendency to decline. It must be remembered, however, that the Illinois Central Railroad Company has been engaged since 1922 in a very extensive improvement program, including the electrification of lines in and around Chicago and

the reconstruction and enlargement of its terminals. To provide the funds for this extensive program, it has been necessary to issue bonds and, also, additional stock has been offered to the stockholders (at attractive terms) a number of times during the past few years. It has been estimated that in the last decade there has been added to investments, in round figures, \$350,000,000, of which, roughly, \$100,000,000. has been supplied by current receipts and \$250,000,000. through the issuance of new securities. The question has been raised, in regard to Illinois Central, as to whether or not its very large investments in improvements are going to produce an adequate return. There has arisen a similar question in regard to most of the important carriers since 1920. Sooner or later, in almost every instance, this has been answered affirmatively and frequently in a gratifyingly rapid manner.

Another factor which has had

"It May Be True"

said the practical doctor, "that uric acid is not the prominent factor we used to regard it in the production of many diseased conditions. But I do know this—

THIALION

is a powerful and mighty dependable agent to prescribe in rheumatism, gouty conditions, biliousness, hepatic torpor, constipation, gravel and wherever there is evidence of acidemia or decreased alkalinity.

THIALION acts promptly, it is well tolerated by the stomach and it brings results. All that is necessary to appreciate THIALION is to try THIALION."

Sample and Literature on Request

VASS CHEMICAL CO.
DANBURY, CONN.

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7,208,344.
5,263,800.
9,181,392.
6,573,150.

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an unfavorable influence upon the current earnings of the road has been the Mississippi Valley flood, which affected part of the road in the lower Mississippi Valley. It is yet a bit too early to determine with any degree of accuracy the effect the flood will have on general conditions in the territory served by the company, although it is quite probable that the cotton crop will be slightly less than it was last year, due to the reduced acreage. In this connection, however, it must be borne in mind that, while the extent of the damage wrought by the flood has been unusually severe, it can only affect earnings temporarily.

The traffic statistics of the Illinois Central indicate an admirably diversified tonnage.

The management is one of the first to have recognized the advantages of public good will, and for years it has devoted considerable attention toward encouraging shippers along its lines to become stockholders. It has exercised conservatism in the matter of dividends, paying out over a period of years less than one-half of its earnings to the common stockholders. Another factor which might well be considered in contemplating a permanent investment in the stock of the Illinois Central Railroad is the company's ownership of air rights on lake front land adjacent to the heart of the business district of Chicago. Approximately 66 acres of land will ultimately be available here for development for business purposes. These rights are of incalculable value and should ultimately prove a source of material value to the stockholders.

The most important single commodity handled by the company is bituminous coal from the rich fields of southern Illinois.

The company's management is generally held in high esteem and its directorate includes representatives of some of the leading financial interests in the country.

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, DeEmetized Ipecac and Prunes.

* * * * *

When the heart has been weakened from prolonged overwork and strain,

CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

Samples to Physicians Only

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We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Prunoids.

(..) Cactina Pillels.

Sultan Drug Company
St. Louis, Mo.

THIS MONTH'S FREE LITERATURE

A tabloid guide for keeping up-to-date on manufacturers' literature and samples

Quartz-Lite: Sixteen pages of sunlighted information on a new ultra-violet ray glass. Write the American Window Glass Company, Pittsburg, Pa.

* * *

The Food Value of the Banana: Some brand-new information presented in an attractive booklet. Send requests to Miss Taylor, Fruit Dispatch Company, 17 Battery Place, New York.



Grape Juice as a Therapeutic Agent: A beautifully printed, cloth-bound book that handles its subject in competent fashion. Write the Welch Grape Juice Co., Westfield, N. Y.

* * *

Castle Full Automatic Sterilizer: A compact and attractive folder describing a sterilizer that keeps itself right on the proper degree of heat. Graphs and illustrations make it even clearer. The address is Wilmot Castle Co., 1143 University Avenue, Rochester, N. Y.

Insulin for the General Practitioner: A 74-page booklet, illustrated in colors, and covering the subject completely. Frederrick Stearns & Co., Detroit, Mich.

* * *

1927 Baederkalender: A large and complete reference book, published in German, and offered to a limited number of physicians gratis. Write the German Health Resorts, 630 Fifth Avenue, New York

* * *

Sklar Anaesthesia Apparatus: Literature on a new, 4-cylindered anaesthesia apparatus of unusually quiet operation, is being offered by the J. Sklar Mfg. Co., 137 Floyd St., Brooklyn, N. Y.



An Index of Treatment: A little pocket manual of therapeutic suggestions on a long list of ailments, with a complete index. The address is Burnham Soluble Iodine Co., Auburndale, Mass.

Dimazon Ointment

(Accepted by the American Medical Association)

The continuous use of our ointment, over a period of fourteen years, is based upon positive and often excellent results obtained in the treatment of those intractable cases of

Eczema, Ulcus Cruris, Keratitis, Wounds, Burns, etc.

Samples and clinical reports upon request.

Heilkraft Medical Co.

Boston, Mass.

Federal Legislation on Clinical Thermometers

(Continued from Page 34)

S-2142 CONCERNING CLINICAL THERMOMETERS".

That should do the work, especially since the Senator or Representative who receives your message, will doubtless be hearing from others of his constituents on the same subject.

If it does do the work there will be the very definite advantage to physicians that they will henceforth be able to buy and use a clinical thermometer with utter confidence that it will register fully, and this at little or no rise in cost.

What is perhaps even more important, it will become impossible for patients to stroll casually into a pharmacy, select a cheap but prettily engraved fever thermometer, and go home secure in the belief that sickness cannot get a head start in their home. It will become impossible for a two or three or even four degree inaccuracy to turn that patient's confidence into a tragedy.

It will become impossible for patients to telephone a report of a slight temperature to their physician, when the physician's own thermometer would have shown an alarming fever.

THESE are the things you should consider, most seriously.

Certainly they alone are sufficient reasons for putting all your weight back of that piece of legislation termed Bill S-2142.

Just reach for that telegram, or even your prescription blank, and jot down the few words quoted above. Say more if you want to, but say something. You ought to for your patients' sake.

This article (which is in three parts) will be continued in the next issue of MEDICAL ECONOMICS.



To assure your patients of the genuine product, prescribe by full name always

KELLOGG'S tasteless CASTOR OIL

Refined especially for medicinal use. Bottled in 3 oz. and 7 oz. sizes only. Never sold in bulk.

The only castor oil in America bottled at the refinery—a process necessary to insure original purity and freedom from castor taste and odor.

The mothers of your youthful patients will thank you for recommending Kellogg's Tasteless Castor Oil. Even the grown-ups will take it without a frown.

National Distributors

WALTER JANVIER, Inc.
417 Canal St.
New York, N. Y.



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for physicians
and patients

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